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A New Model

Crepe de Chine Paris Gown



Hand Made and Hand Embroidered in Contrasting Colored Silk and Beaded in Steel or Bronze Beads.

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HAND made Paris Frock of Crepe de Chine in black, hand embroidered in royal blue silk and beaded in steel beads; brown hand embroidered in beige silk and beaded in bronze beads; or navy blue hand embroidered in French blue and beaded in steel beads.

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HE's just a little mite of a fellow and there are lots of things he has to learn.

He doesn't know what the word "ingredients" means. He wouldn't understand at all if we tried to tell him about the Bond we give him on every loaf—

How this Bond guarantees that only the finest white flour, pure shining sugar, rich creamy milk, real lard, fresh yeast, and table salt go into Bond Bread.

Perhaps he might understand if we said: "Bond Bread is made of the very same things your mother used when she baked bread at home."

But, anyway, he *does* know what he likes. He usually eats the two big slices you give him, and asks for another, when Bond Bread's on the table.

Our Bond on the wrapper of every loaf is our guarantee that we will keep faith with that very important young gentleman; your boy.

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Guaranteed
as pure
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GENERAL BAKING
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THE NEW PREMIER Pathéscope

Flickerless SAFETY STANDARD Motion Picture Projector

The Master-Key that Unlocks the Imagination

THE mind runs riot under the spell of motion pictures. Shackles of time and space fall away as by a fairy enchantment and in happy companionship with the film stars we live, move and have our being, for the time, amid the scenes of the screen.

It is no task at all to slip back a century and a half and wander through the beautiful Trianon with Marie Antoinette. Less than an hour will suffice to journey—in your own arm chair—through India, and Borneo, Italy, France and Russia. If you are so minded, visit the shell-plowed fields of Flanders, or safely watch the tragic events of the Marne and Verdun. Mary Pickford, Norma Talmadge, Douglas Fairbanks, Wm. S. Hart and scores of other film favorites will entertain you with their choicest productions, and Charlie Chaplin send you to bed with hearty, side-splitting laughter.

What a night the Pathéscope "movies" can give you—in your own home, surrounded by your own family and friends—to continue as long as you wish, or stop whenever you tire!

The Pathéscope projector is so exquisitely built that its large, brilliant, flickerless pictures amaze expert critics. And all with absolute safety, for the Pathéscope uses only "Safety Standard" film, approved by the Underwriters' Laboratories, Inc., for use

without a fire-proof booth or a licensed operator. Anyone can operate the Pathéscope, anywhere, anytime.

Take Your Own Motion Pictures to Keep Your Yesterdays Young

The magic of a baby's smile; the pathetic humor of his childish tears; his first toddling steps and ever-original antics—how soon they pass and how dimly recalled!

No still-pictures can preserve for us these sweet memories. Snapshots may celebrate what once tingled with life, but they soon lose interest and by no strain of imagination can they re-animate the past.

But the New Premier Motion Picture Camera records faithfully and vividly the action—almost the very life—of the most entrancing events. "The smiles, the tears of boyhood's years," the family home-gatherings that soon may have their "vacant chairs," outings, picnics and parties; wherever you go, whatever you do, the New Premier Motion Picture Camera records the endless activity with marvelous fidelity. Simple to operate; as easy to load in daylight as any little hand camera. Two models—less costly than many good still-picture cameras—\$125. and \$200.

Films, too, are comparatively inexpensive, and we develop your negatives without charge.

We will be glad to demonstrate these wonderful machines to you. Come to any Pathéscope Salon and operate the Pathéscope yourself. Select your own pictures. Write for address of nearest agency.

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